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新華文軒出版傳媒股份有限公司

XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*

(A joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock Code: 811)

OVERSEAS REGULATORY ANNOUNCEMENT

This announcement is made pursuant to Rule 13.10B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Set out below is the Announcement of Xinhua Winshare Publishing and Media Co., Ltd.* in Relation to Changes in Shareholding Structure of Controlling Shareholder and Shareholders Holding More Than 5% of Shares published by Xinhua Winshare Publishing and Media Co., Ltd.* on the website of the Shanghai Stock Exchange (www.sse.com.cn) for reference only. The following is a translation of the official announcement solely for the purpose of providing information.

By Order of the Board
XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*
Chairman
Zhou Qing

Sichuan, the PRC, 5 September 2025

As at the date of this announcement, the Board comprises (a) Mr. Zhou Qing, Mr. Liu Longzhang and Mr. Li Qiang as executive Directors; (b) Mr. Dai Weidong, Mr. Ke Jiming and Ms. Tan Ao as non-executive Directors; and (c) Mr. Lau Tsz Bun, Mr. Deng Fumin and Mr. Han Wenlong as independent non-executive Directors.

* *For identification purposes only*

**Announcement of Xinhua Winshare Publishing and Media Co., Ltd.
in Relation to Changes in Shareholding Structure of
Controlling Shareholder and Shareholders Holding More Than 5% of Shares**

The Board of Directors and all directors of the Company warrant that there are no false representations, misleading statements or material omissions in this announcement, and that they shall assume legal responsibility for the truthfulness, accuracy and completeness of the contents herein contained.

IMPORTANT INFORMATION:

● Sichuan Xinhua Publishing and Distribution Group Co., Ltd. (“Xinhua Publishing and Distribution Group”), which is the controlling shareholder of Xinhua Winshare Publishing and Media Co., Ltd. (the “Company” or “Xinhua Winshare”), and Sichuan Cultural Industry Investment Group Co., Ltd. (“Sichuan Cultural Investment Group”), a shareholder of the Company holding more than 5% of the shares, increased their respective registered capital, with the additional capital subscribed for by Sichuan Provincial Department of Finance, thereby Sichuan Provincial Department of Finance acquiring 22.26% of the equity in Xinhua Publishing and Distribution Group and 36.71% of the equity in Sichuan Cultural Investment Group, as a result of which the equity interest held by Sichuan Development Holding Co., Ltd. (“Sichuan Development”) in Xinhua Publishing and Distribution Group decreased to 77.74%, and its equity interest in Sichuan Cultural Investment Group decreased to 63.29% (the “Change in the Shareholding Structure of Shareholders”).

● After the Change in the Shareholding Structure of Shareholders, Xinhua Publishing and Distribution Group and Sichuan Cultural Investment Group will remain controlling subsidiaries of Sichuan Development, and the number and proportion of the shares held by Xinhua Publishing and Distribution Group and Sichuan Cultural Investment Group in Xinhua Winshare will remain unchanged.

● The Change in the Shareholding Structure of Shareholders does not trigger a tender offer.

● After the Change in the Shareholding Structure of Shareholders, there will be no change in the Company's controlling shareholder and de facto controller. The

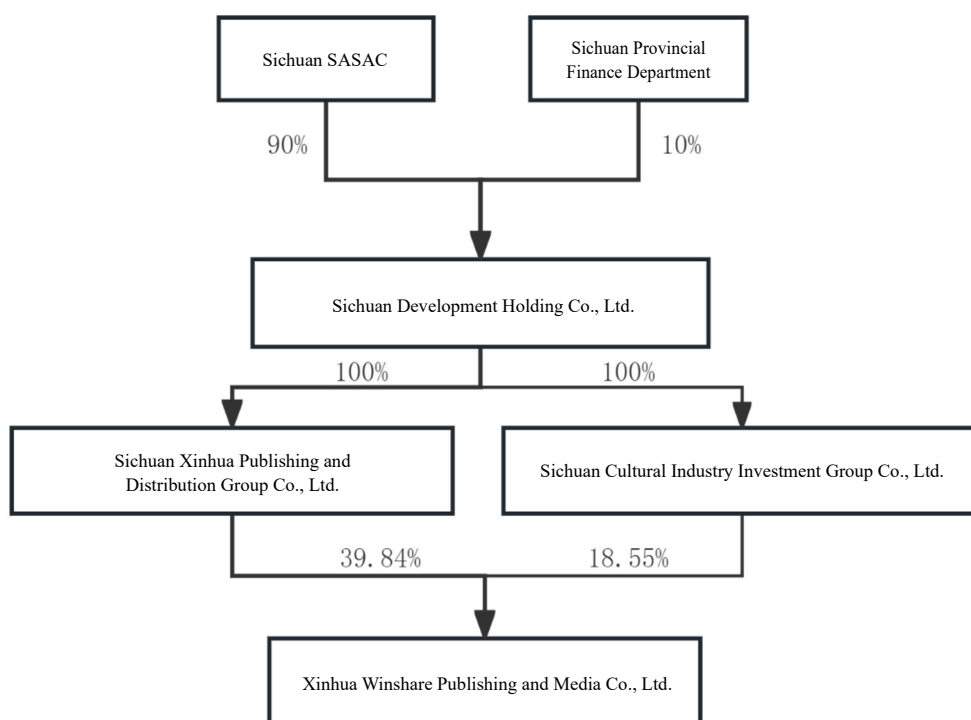
controlling shareholder of the Company will remain Xinhua Publishing and Distribution Group, and the de facto controller of the Company will remain the State-owned Assets Supervision and Administration Commission of Sichuan Province (“Sichuan SASAC”). As of the date hereof, the industrial and commercial registration for the change in respect of the Change in the Shareholding Structure of Shareholders has been completed.

● The Change in the Shareholding Structure of Shareholders will not have an impact on governance structure and production and operation of the Company.

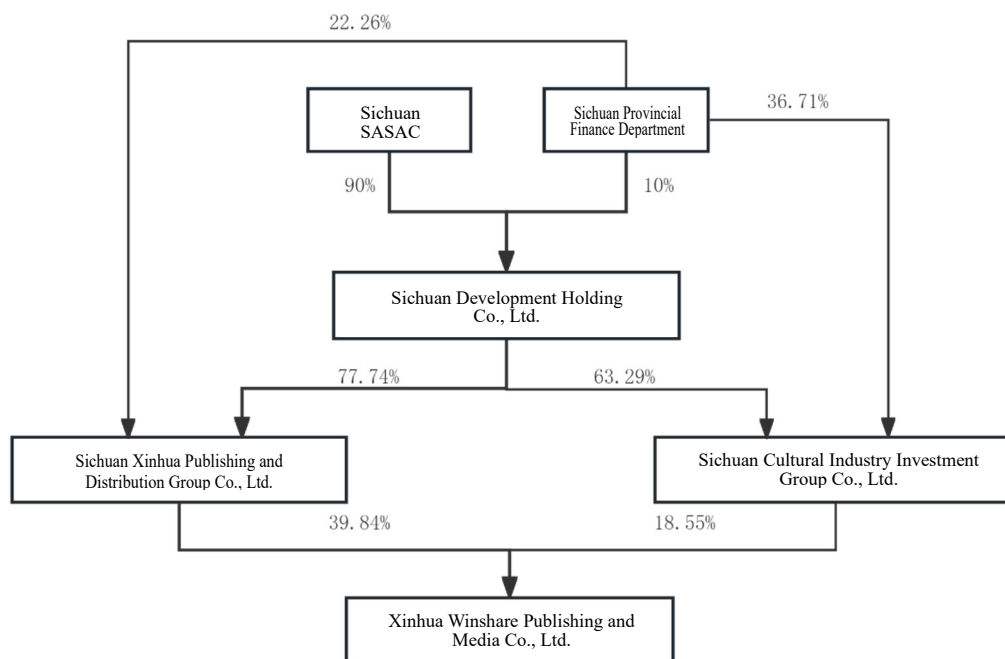
I. Basic Information on the Change in the Shareholding Structure of Shareholders

Recently, the Company was notified by Xinhua Publishing and Distribution Group, being the controlling shareholder of the Company, and Sichuan Cultural Investment Group, being a shareholder holding more than 5% of shares of the Company, that pursuant to the approval of superior competent authority, Xinhua Publishing and Distribution Group and Sichuan Cultural Investment Group have respectively increased their registered capital by RMB170 million and RMB290 million, with the additional capital subscribed for by Sichuan Provincial Department of Finance, thereby Sichuan Provincial Department of Finance acquiring 22.26% of the equity in Xinhua Publishing and Distribution Group and 36.71% of the equity in Sichuan Cultural Investment Group, as a result of which the equity interest held by Sichuan Development in Xinhua Publishing and Distribution Group decreased to 77.74%, and its equity interest in Sichuan Cultural Investment Group decreased to 63.29%. As of the date hereof, the industrial and commercial registration for the change in respect of the Change in the Shareholding Structure of Shareholders has been completed.

Prior to the Change in the Shareholding Structure of Shareholders, the control relationship of Xinhua Winshare was as follows:



After the Change in the Shareholding Structure of Shareholders, the control relationship of Xinhua Winshare will be as follows:



II. Impact of the Change in the Shareholding Structure of Shareholders on the Company and Subsequent Matters Involved

(I) The Change in the Shareholding Structure of Shareholders is a change in the equity structure of the Company's controlling shareholder and shareholders holding more than 5% of the shares. After the Change in the Shareholding Structure of Shareholders, Xinhua Publishing and Distribution Group and Sichuan Cultural Investment Group will remain controlling subsidiaries of Sichuan Development, and the number and proportion of the shares held by Xinhua Publishing and Distribution Group and Sichuan Cultural Investment Group in Xinhua Winshare will remain unchanged.

(II) After the Change in the Shareholding Structure of Shareholders, there will be no change in the Company's controlling shareholder and de facto controller. The controlling shareholder of the Company will remain Xinhua Publishing and Distribution Group, and the de facto controller of the Company will remain Sichuan SASAC. The Change in the Shareholding Structure of Shareholders will not have an impact on governance structure and production and operation of the Company.

(III) The Change in the Shareholding Structure of Shareholders does not trigger a tender offer.

(IV) The designated information disclosure media of the Company are China Securities Journal, Shanghai Securities News, Securities Times, Securities Daily and the website of the Shanghai Stock Exchange. All information of the Company is subject to that disclosed on the abovementioned designated media. Investors are advised to pay attention to the risks.

This announcement is hereby made.

By order of the Board of Xinhua Winshare Publishing and Media Co., Ltd.*

5 September 2025